

alliteration: a sound device; the repetition of initial consonant sounds in neighboring words. Alliterations are found in prose, poetry, tongue-twisters, character names, corporate names, buzzwords, nursery rhymes, and advertising.

Examples: Now Beowulf bode in the burg of the Scyldings, Leader beloved, and long he ruled in fame with all folk since his father had gone... – Beowulf

The moan of doves in immemorial elms
And murmuring of innumerable bees. – Tennyson

Peter Piper picked a peck of pickled peppers.

Donald Duck

Clark Kent

Coca-cola

sweet smell of success

the more the merrier

<http://www.virtualsalt.com/rhetoric.htm#Alliteration>
http://www.tnellen.com/cybereng/lit_terms/alliteration.html
<http://en.wikipedia.org/wiki/Alliteration>